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OPINIONS OF BUYERS ON THE MARKETING PROGRAM OF CRANBERRY COOPERATIVES

By

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SUMMARY

This study, based on interviews with 114 wholesale and chain store buyers of fresh and processed cranberries, shows that a large proportion of the buyers thought that the part of the advertising program dealing with specific uses for cranberries was the most effective. For example, many thought the cranberry-chicken tie-in advertising program very helpful. Most of those anticipating additional advertising needs thought this phase should be emphasized.

A large portion of those interviewed had little knowledge of specific efforts to advertise cranberries. Most of the buyers interviewed did not know that a movie, "The Cranberry Story," had been developed to stimulate interest in cranberries.

All chain store representatives contacted reported that their organizations did some cranberry advertising. Half the chain store representatives said they used special cranberry displays but few had displays of cranberries with poultry. The majority said that joint displays were desirable.

Two cooperatives -- the American Cranberry Exchange and the National Cranberry Association -- market a major part of the cranberry crop. The Ocean Spray brand of the National Cranberry Association dominates the processed cranberry field. More fresh cranberries are packed under the American Cranberry Exchange's Eatmor brand than any other, but there is keen competition for the market. Many buyers question whether consumers recognize the various brands of fresh cranberries.

The majority of the cranberry handlers contacted did not know that the Cranberry Growers Council had determined the percentage of the 1950-51 crop that was to be sold in fresh and processed form. Of the one-third who were familiar with this plan, about two-thirds said such planning was beneficial.

About half of the buyers interviewed said that fresh and processed cranberries had no competition. A few, mostly fresh handlers, mentioned competition between fresh and processed cranberries. Products mentioned as direct or indirect competition were apples, apple sauce, jams, jellies, salad items, and "all fresh fruits and vegetables." Competition from pie-making products as such was not mentioned and salad items were mentioned only once.

Competition between the various fresh brands was intense during the fall of 1950. The result was a gradual downward adjustment in prices. Consignment shipping was the cause of this situation, in the opinion of many buyers.

Nearly one-third of the fresh cranberry buyers reported that they sold cranberries in the 1949-50 season after February 1950. All of them said it was desirable to make these late sales. Most buyers of processed cranberries reported that sales in the spring and summer months had shown large increases. They uniformly praised this development and said that steps should be taken to increase this trend. Many believed the cranberry-chicken campaign was the primary cause for these increased sales.

OPINIONS OF BUYERS ON THE MARKETING PROGRAM OF CRANBERRY COOPERATIVES

By

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The cranberry industry has experienced severe marketing difficulties since World War II. During the war sales of fresh cranberries decreased mainly because of the reluctance of housewives to use scarce sugar supplies. Canned cranberries, like other processed products, were easy to sell. In addition, large quantities of processed cranberries were required by the Government. Because of the strong demand for cranberry sauce, independent canners packed larger quantities of cranberries than previously. Food scarcities temporarily made it possible for these new brands to sell.

At the end of the war, cranberry canners followed the pattern of the food processing industry in turning out record packs. The relatively large number of canners bid up the price of the raw fruit and flooded the channels of distribution with unknown and unadvertised brands.

High prices decreased sales of both fresh and processed cranberries, and by 1948 it became apparent that canned cranberries could not be sold under several brands in the quantities packed. Supplies piled up and a surplus grew. The inevitable result was that prices went down and most independent canners stopped packing cranberries.

In 1948 most cranberry growers turned to cooperatives to handle the crop. It soon became obvious that close cooperation was needed between the two major cooperatives -- the American Cranberry Exchange, handling 60 percent of all fresh cranberries and the National Cranberry Association, handling about 85 percent of all processed cranberries -- to build back the demand and achieve orderly marketing. To do this, the Cranberry Growers Council was organized before the 1949 season began. Its primary purpose is to decide how much of the crop marketed by the two cooperatives was to be sold fresh and how much was to be processed. Many feel that, while this step is in the right direction, still closer working arrangements are needed in the industry.

In the spring of 1950, the Council requested the Farm Credit Administration, U. S. Department of Agriculture, to assist in developing plans for greater coordination within the industry. The basic assumption was that such a program should involve a broadening of the functions of the Council rather than developing a radically different operating structure. The first step was a general survey of cranberry marketing at the wholesale level. The objectives of this survey were to determine (1) the opinion of the trade on the

effectiveness of advertising and promotion conducted by the cranberry industry, (2) the opinions of the trade on brand knowledge by consumers and brand competition, (3) the opinion of the value of coordination already attempted by the cranberry industry, and (4) to point out what the trade knows about industry policies.

Procedure

Data were obtained in New York, Columbus, Detroit, Chicago, Minneapolis, Kansas City, St. Louis, Birmingham, Atlanta, Boston, and Philadelphia, in October and November 1950.

A total of 114 firms were visited, exclusive of brokers. Fifty-seven bought fresh cranberries, and 57 bought processed cranberries. Table 1 gives a breakdown according to type of firm and type of cranberries handled.

Table 1.-Type of cranberries handled by firms interviewed by type of business

Type of business	Type of cranberries handled:	
	Fresh	Processed
Wholesale	1/ 25	18
Chain store	26	29
Cooperative wholesale	6	10
Total	57	57

1/ Includes service wholesalers and jobbers.

Within these markets, brokers representing the American Cranberry Exchange and the National Cranberry Association were interviewed. A list was obtained from them of the principal buyers of fresh and processed cranberries in the market. Interviews were then held with one to five produce wholesalers and jobbers, a like number of wholesale grocers, and with the buyers of fresh and processed cranberries for most of the major local and national chains. The persons interviewed buy a large proportion of the cranberries sold in the individual markets. In chain stores, buyers, rather than advertising men, were interviewed because the buyers had a better general knowledge of all the subjects to be covered, even though in some cases advertising directors may have been better qualified to speak on some points covered.

Information was obtained on: Volume bought, trends in volume, opinion of promotion, need for additional promotion, cranberry advertising done by the firm of the buyer interviewed, knowledge and opinion

of the function of the Council, and opinion on brands and on some miscellaneous points. Data on volume proved to be too limited and were not used.

Cranberry Industry Advertising

Strong Points

Each person interviewed was asked what he thought to be the strong point in advertising fresh and processed cranberries. About one-third of the persons interviewed named a specific phase they thought best (table 2). Of this group, the majority said that the poultry tie-in was the strong point. Other points mentioned were various suggestions for using cranberries, cooperative advertising, newspaper advertising, and the work of a merchandising organization in one market visited. About two-thirds of the group could not name a specific point they thought best. Most of them said that the advertising program was good in general (46) and the others had no opinion (33).

Table 2.-Buyers' opinions of the advertising program of the cranberry industry

Buyers by type of firm	Strong points of advertising mentioned: Suggestions for use	Poultry tie-in	Joint advertising	Other	All points good	No opinion
Processed cranberries						
Wholesale grocers	1	7	0	0	8	3
Chain stores	1	10	2	0	9	9
Cooperative wholesalers	0	6	0	0	4	0
Fresh cranberries						
Wholesalers and jobbers	1	0	0	0	13	11
Chain stores	7	2	0	0	8	10
Cooperative wholesalers	0	0	0	2	4	0
Total	10	25	2	2	46	33

Answers to this question also gave a general idea of what the person interviewed knew about the advertising program of the cooperatives. While what they knew could not be measured accurately, it

was obvious that many buyers knew very little about what the cooperatives were doing to promote cranberry sales to consumers.

It is important that the trade know about cranberry advertising. This knowledge, or lack of knowledge, affects the manner in which the product is handled through trade channels. Handlers will give more attention to a product they feel is well promoted. For example, retailers are much more likely to give a favorable display to a product that is well advertised to consumers. The type and size of the display affects "impulse" purchases. In any advertising campaign, much is lost if retailers do not follow through and give the product as much display as possible. Therefore, an important part of promotion is the job of "selling" the advertising campaign to the trade.

There is some evidence that the trade has not been "sold" on parts of the cranberry industry advertising. For example, an official of a large buyer, who has observed the activities of cranberry cooperatives for years, stated he felt very strongly that more cranberries could be marketed if the trade knew more about the cranberry cooperatives' advertising program.

Additional Advertising Need

The question on strong points of the advertising campaigns was followed with a question on the opinion of the need for additional advertising. Fifty-four of those questioned offered 64 suggestions for improvement (table 3). The larger part of the suggestions embodied the idea of suggestive promotion. Thirty-six were in this general field. Eighteen said more suggestions on ways to use cranberries were needed, 11 that tie-in advertising should be expanded to include other products, and 7 recommended using more recipes.

Television and radio advertising was urged by nine of those interviewed. Where advertising budgets will allow, television is sure to be a popular medium with the trade. The use of more newspaper and trade paper advertising was mentioned by four buyers. Six persons said that more advertising of all types was needed.

"The Cranberry Story"

Buyers questioned about the movie, "The Cranberry Story," did not know that such a film was available. Brokers, however, with closer contacts with the cooperatives, knew about it.

The cooperatives should see to it that more members of the trade know that such a movie has been made and is being shown. It is doubtful that the trade would make much use of it; however, if they know the movie is being shown as a phase of cranberry advertising campaign it will add to their interest in pushing cranberry sales.

Table 3.-Buyers' opinions of expansion or changes needed in the advertising program of the cranberry industry

Buyers, by type of firm	Points needing expansion or change:						
	More suggestions on ways to use cranberries	More tie-in advertising with other products	More television and radio advertising	More recipes	More of all types of advertising	More newspaper and trade paper advertising	Other 1/
Processed cranberries							
Wholesale grocers.......	1	1	1	1	2	0	0
Chain stores............	6	5	2	1	3	0	2
Cooperative wholesalers.	1	1	1	0	0	1	0
Fresh cranberries							
Wholesalers and jobbers.	3	1	3	0	0	0	2
Chain stores............	7	3	2	5	1	2	3
Cooperative wholesalers.	0	0	0	0	0	1	2
Total...............	18	11	9	7	6	4	9

1/ Includes (a) use of year-round advertising, (b) advertising to break seasonal pattern, (c) advertising to emphasize the quality of fresh cranberries, and (d) advertising of cranberries without attention to brands.

Trade Advertising

Cranberries, like many other products, get a considerable amount of advertising at no direct cost to the cooperatives. Chain stores like to remind consumers of seasonal items and bargains available. An important part of the cooperatives' sales campaign is and should be encouraging and tying in with this advertising.

Various methods may be used to encourage retailers to advertise. Both cooperatives have used many of these. Probably the surest way to get action is a direct payment of part of the costs involved. Advertising plates, data on sales for wholesalers and retailers doing certain types of advertising, banners and posters, and suggestions may encourage customers to do more advertising either with or without the cooperatives sharing the cost.

All chain store representatives reported they did some cranberry advertising (table 4). For the most part, this represented newspaper advertising. Most chain stores run weekly advertisements showing a wide variety of products available. Fresh cranberries were included in chain store advertising most frequently during the Thanksgiving-Christmas season. Processed cranberries were included in advertisements the year round with the main emphasis at the holiday season.

Table 4.--Number of firms using various media in promoting cranberry sales, 1950-51 season

Buyers, by type of firm	Number in group	Number using: Newspaper advertising	Number using: Cranberry displays 1/	Number using: Joint displays 2/
Processed cranberries				
Chain stores	29	29	20	5
Cooperative wholesalers	10	7	4	0
Fresh cranberries				
Chain stores	26	26	10	1
Cooperative wholesalers	6	4	0	0
Total	71	66	34	6

1/ Includes only those reporting displays consisting of more than a normal shelf stock.
2/ Joint display with fresh or canned chicken.
Note: Wholesale grocers and wholesalers and jobbers were omitted from this table because these firms traditionally do little consumer advertising.

It is generally recognized that it is important for any product to have as much display space in stores as possible along with advertising. It is desirable, of course, to have a special kind of display -- more than a normal shelf stock. Of the 54 chain store representatives contacted in this study, 34 reported that they put on some special kind of cranberry display during the past year. Six of these had used a display of fresh or processed cranberries and poultry.

It is not the usual practice in many stores to make displays on a joint basis. That is, food items are usually displayed only in the department to which they belong. Fresh and processed cranberries are produce and grocery items, respectively, and chicken is a meat item. Many stores using joint displays, then, have made concessions from established policy.

The campaign to encourage the use of processed cranberries with chicken employs the joint display technique. It was the opinion of most of the buyers contacted that this is an effective way to increase sales. Of the chain store buyers of processed fruit, 5 of 29, or 18 percent, reported using joint chicken and cranberry displays. Inasmuch as most other buyers also favored joint displays as a means of increasing cranberry sales it appears that continued merchandising efforts in this field should yield good results.

Information from the records of the National Cranberry Association show that many of the chain store buyers were apparently uninformed about the advertising of cranberries and chicken done by their firms. While only 5 of the 29 buyers reported joint advertising of cranberries, the National Cranberry Association reports that 26 out of the 29 chain stores actually engaged in some joint advertising. The 8 firms doing the greatest amount of joint advertising accounted for 75 percent of the features reported. The number of firms conducting a specific number of features is as follows:

Cranberry-chicken features conducted	Number of firms	Percent of firms
None	3	10
1 to 2	13	45
3 to 7	5	17
8 to 20	6	21
Over 20	2	7
Total	29	100

Wholesalers -- both those handling fresh and processed cranberries -- do little advertising. This is true for cranberries and most other commodities as well. Those that do any are mainly service wholesalers. Most of these get out bulletins to their retail customers.

This lack of advertising is not necessarily evidence of a lack of interest in marketing cranberries. Many were enthusiastic about the advertising program being carried on. This is especially true of wholesale grocers handling processed cranberries. They are quick to emphasize the importance of a year-round market for processed cranberries.

The cooperative, or voluntary chains, fell between the chain store and wholesale groups in cranberry advertising. This was to be expected because in their operations the cooperatives take on aspects of both wholesale and chain operations. Some confine their operation to wholesaling. Others are comparable to chain stores in that they undertake joint advertising and merchandising assistance for their member-owned independent retail stores. Usually members' stores have the same name and same general appearance. The cooperatives that operate purely as a wholesaler, generally do advertising similar to noncooperative wholesalers and those that have many of the chain characteristics, follow chain store advertising policies.

Brands

The cooperative brands, Eatmor and Ocean Spray, dominate the cranberry field. There are varying patterns in the use of each, however.

Ocean Spray

About half of the buyers of processed cranberries contacted reported that they handled 100 percent Ocean Spray (table 5). Most of the remaining group reported that over 75 percent of all cranberry sauce handled was the Ocean Spray brand. There were some who prefer to sell cranberries under their own label, however. Most of these recognize the high degree of consumer acceptance of Ocean Spray but prefer their own brand because they want to have as wide a line of products as possible under their brand. Most of these felt that efforts to increase sales of Ocean Spray in the spring and summer had also benefited their private brands of cranberry sauce.

National advertising and consumer acceptance of the Ocean Spray brand of canned cranberries were given most often as the reasons for handling Ocean Spray exclusively.

Eatmor

The Eatmor brand does not dominate the fresh cranberry field to the extent Ocean Spray dominates the canned (table 5). While practically all the buyers contacted reported that over 50 percent of their sales were Eatmor, nearly one-half were under 75 percent. Fourteen handled Eatmor exclusively. High quality and national advertising were given as reasons for handling this brand exclusively.

Table 5.-Percentage of cranberries sold by firms contacted that were Eatmor and Ocean Spray brands, 1949-50 season

Buyers, by type of firm	Percent Eatmor or Ocean Spray sold				Total
	0 to 49	50 to 75	76 to 99	100	
	Number	Number	Number	Number	Number
Processed cranberries					
Wholesale grocers....	5	1	2	10	18
Chain stores.........	1	2	12	12	27
Cooperative wholesalers............	3	0	2	5	10
Total processed...	9	3	16	27	55
Fresh cranberries					
Wholesalers and jobbers............	1	9	6	9	25
Chain stores.........	1	13	9	3	26
Cooperative wholesalers............	0	2	1	2	5
Total fresh.......	2	24	16	14	56

Fresh cranberry buyers were asked their opinions on the knowledge that consumers have of the various brands. Almost all of these said that consumers had little, if any, knowledge of the various brands. They say that the most important consideration in selling fresh cranberries is price.

Planning Function of the Council

Two-thirds of the persons interviewed did not know that the Cranberry Growers Council was determining the percentage of cranberries to be sold fresh or in processed form (table 6). The remaining one-third was divided about two to one in favor of the plan (table 7). Those who favored planning how the crop should be sold said they thought it wise to do so. They believe, like the Council, that the crop should not be divided between fresh and processed sales on a hit or miss basis but should be determined by the expected needs.

The minority felt that demand and supply of fresh and processed berries would be kept in balance if left alone. They also believed that it is impossible to do the job of planning how much to sell in fresh and processed form on a sound basis. To determine the correct percentage of the crop for each channel properly, they said, a certain amount of forecasting must be done and what the consuming public will do at any future date is unpredictable. In weighing these

opinions, it is well to remember that the trade considers first the affect of any such planning on their own operations. Some buyers do not want the growers to do too much planning of how to market the crop. A number of fresh handlers, alarmed at the shift to processed foods, view planned marketing as a means to slow down or stop the shift and to prevent all cranberries from eventually going to processors.

Table 6.-Buyers' familiarity with the planning of how many cranberries to market fresh and how many to processed by the Cranberry Growers Council

Buyers, by type of firm	Familiar	Not familiar
Processed cranberries		
Wholesale grocers	6	12
Chain stores	11	18
Cooperative wholesalers	1	9
Fresh cranberries		
Wholesalers and jobbers	8	17
Chain stores	12	14
Cooperative wholesalers	1	5
Total	39	75

The fact that two-thirds of the buyers interviewed did not know about the planning of what proportion of the cranberry crop should be sold fresh and in processed form deserves some thought. Buyers should know that the cranberry industry is endeavoring to bring about a more orderly marketing process. The cooperatives should emphasize the advantages of such planning to the trade.

Table 7.-Buyers' opinions of the Cranberry Growers Council's planning of the percentage of the crop to be marketed in fresh and processed form

Buyers, by type of firm	Opinion of method -- Cranberry Growers Council		
	Good	Bad	None
Processed cranberries			
Wholesale grocers	3	1	2
Chain stores	6	5	0
Cooperative wholesalers	0	1	0
Fresh cranberries			
Wholesalers and jobbers	6	2	0
Chain stores	6	4	2
Cooperative wholesalers	1	0	0
Total	22	13	4

Competition

Buyers and shippers of any product need to know what the competing products are. The sales campaign should be initiated with the source and degree of competition to be expected clearly in mind for on this many phases of the sales campaign and the pricing policy depend.

Nearly half of the trade contacted said that fresh and processed cranberries had no competition (table 8). Some of these qualified their replies by adding that there was no direct competition. They felt that any products that compete did so in only a limited way. More of the handlers of processed than fresh cranberries expressed this opinion. Some in both groups saw some competition from apples, or apple sauce, in the case of handlers of processed cranberries. Others mentioned apples as offering only a limited amount of competition.

Table 8.- Buyers' opinions of the items that compete with fresh or processed cranberries, by type of firm

Buyers, by type of firm	Opinion of competition 1/					
	None	Cranberries		Apples and apple sauce	Jams and jellies	No opinion
		Fresh	Processed			
Processed cranberries						
Wholesale grocers........	10	0	-	1	0	7
Chain stores.............	15	2	-	2	1	9
Cooperative wholesalers..	6	1	-	1	0	2
Total................	31	3	-	4	1	18
Fresh cranberries						
Wholesalers and jobbers..	7	-	4	5	0	9
Chain stores.............	10	-	8	2	0	6
Cooperative wholesalers..	4	-	2	0	0	0
Total................	21	-	14	7	0	15
Total all buyers......	52	3	14	11	1	33

1/ Fresh cranberry buyers were asked what the competition was for fresh cranberries. Processed cranberry buyers were asked what the competition was for processed cranberries.

One interesting point about the replies to this question was that only 17 mentioned the competition between fresh and processed cranberries before they were questioned on this specific point. Of these, 14 handled fresh cranberries and are keenly aware of a shifting to processed foods. Most buyers who did not immediately indicate that they thought the two to be competitive, said that they

were, when questioned on this specific point. A few others saw no competition between fresh and processed cranberries saying that the two were different products. In other words, it was their opinion that a person who wants fresh cranberries will not accept processed cranberries and also a person wanting processed cranberries will not accept fresh ones.

The answers to this question also show that most of the handlers questioned still think of cranberries as being used only in the traditional way. Those who said that cranberries had no competition certainly thought this, as did most of those who mentioned apple sauce. The advertising program has attempted to increase consumption by suggesting their use in pies and salads. But apples were the only pie-making product named and competition with pie-making products in general was not mentioned at all. Only one person mentioned that cranberries compete with salad items.

Comments on Marketing Practices

1950-51 Marketing Situation

In most markets buyers commented on the competition between the various brands of fresh cranberries during the 1950-51 marketing season. Price-cutting became the order of the day and prices generally went steadily downward through the Thanksgiving buying. In a number of cities some retailers, who sold fresh cranberries for 10 cents a pound -- apparently using them as loss leaders -- further demoralized the markets.

One of the reasons for the downward adjustment in prices appeared to be consignment shipping. While this method of selling might have increased the volume of sales, it was the opinion of many interviewed that it also depressed the price of fresh cranberries.

Margins

All handlers were asked how the margins on fresh or processed cranberries compared with the margins they took on similar products. Sixty-nine percent said that the margins were the same (table 9). The remaining 31 percent said that the margins were somewhat lower. Most of these were not particularly concerned about the size of this margin. However, a few handlers stated that the margins that they were able to take on processed cranberries were too low. They inferred that the low margins had caused them to lose interest in cranberries. They said that they gave cranberries no special attention and continued to handle them only because it was necessary to do so. It is significant that three of these complaints came in one market.

Those who thought the margins on processed cranberries were too low were asked who they thought was responsible. The broker was blamed most often. Some blamed the handlers themselves. In no case were

the cranberry cooperatives or other parts of the cranberry industry blamed for this alleged situation.

Table 9.-Buyers' comparison of their firm's markup for cranberries with the markup for similar products, by type of firm

Buyers, by type of firm	Markup		
	More	Less	Same
Processed cranberries			
Wholesale grocers	0	5	11
Chain stores	0	7	22
Cooperative wholesalers	0	2	7
Fresh cranberries			
Wholesalers and jobbers	0	4	21
Chain stores	0	13	13
Cooperative wholesalers	0	3	3
Total	0	34	77

No data were collected on the actual margins taken by handlers interviewed. However, officials of the National Cranberry Association know in a general way that the over-all margin is between their price and the price to the consumer. Data in table 10 are presented so that a comparison can be made between canned cranberries and seven other canned fruits and vegetables. These data were taken from a report published by the Bureau of Agricultural Economics, United States Department of Agriculture. This study is based on data taken from wholesale and retail organizations in a sample of 22 large and small cities. Brokerage costs were included in the costs for processing and for the raw product. Margins taken by chain stores in each market were divided between the wholesale and retail functions according to the average for independent wholesalers and retailers in the market.

Length of the Fresh Cranberry Marketing Season

Handlers of fresh cranberries were questioned about the length of time they handled cranberries during the 1949-50 season. Sixty-nine percent handled no cranberries after February 1950 (table 11). However, 16, or 31 percent, reported handling fresh cranberries after this date. Chain stores formed the majority of this group. All those handling fresh cranberries later than February thought it desirable to do so provided the quality of the cranberries remains good. They felt that the long run interest of cranberry growers would be served by lengthening the marketing season and moving away

from the traditional belief that fresh cranberries are to be consumed only at Thanksgiving and Christmas. Of course, they realized that the Thanksgiving and Christmas seasons probably will always be the period in which most fresh cranberries are sold, but thought it would be well for large quantities to be sold before and after this season.

Table 10.-Average margins on seven canned fruits and vegetables as a percentage of retail price, 22 cities, 1949-50 season

Commodity	Retail	Wholesale	Transportation	Processing and raw products	Total
	Percent	Percent	Percent	Percent	Percent
Cling peaches....	19.0	4.8	13.1	63.1	100.0
Freestone peaches	17.1	6.3	10.1	66.5	100.0
Bartlett pears....	17.9	6.7	10.0	65.4	100.0
Green beans......	20.4	7.5	4.8	67.3	100.0
Sweet corn.......	21.9	5.8	5.0	67.3	100.0
Green peas.......	18.4	5.5	5.4	70.7	100.0
Tomatoes.........	19.2	3.4	5.1	72.3	100.0

Source: "Price Spreads in the Marketing of Canned and Frozen Fruits and Vegetables," The Marketing and Transportation Situation, Bureau of Agricultural Economics, August 1950.

Table 11.-Number of sales in month in which last sale of fresh cranberries was made during the 1949-50 season, by type of firm

Type of firm	January	February	March	April	May
Wholesalers and jobbers..	16	1	1	3	1
Chain stores.............	11	4	6	4	0
Cooperative wholesalers..	3	1	0	0	1
Total...............	30	6	7	7	2

Length of the Canned Cranberry Marketing Season

Canned cranberries have become a year-round item in recent years. Tying in the advertising of poultry, particularly chicken, with cranberries has been largely responsible for this development. While the peak season has remained the same, sales during the spring and summer months have increased. Handlers of canned cranberries

praised this development as being of tremendous value in their operations, many recognizing the increased use of canned cranberries with chicken as the stimulant to the larger sales. Seasonal items create the problem of buying to fill exact needs for a limited time. When the season is lengthened, there is no pressure on buyers to estimate exact needs. Large inventories no longer carry the same dangers. Year-round sales are a very important development for cranberry growers and many handlers say that even more cranberries could be sold in the former "off months."

Conclusions and Recommendations

A large number of the people interviewed appeared to have only a sketchy knowledge of the advertising program of the cranberry industry. This indicated that efforts to keep the trade up-to-date on the various phases of advertising should go on constantly. Trade advertising should be an important part of the advertising budget. This work should help to increase sales. Part of the job of selling is getting the product on display before the consuming public. Favorable display space is more likely to be given to a product that is known to have good consumer advertising. Trade advertising could tell the story of this advertising. Trade advertising is important for both fresh and processed cranberries but especially for fresh cranberries.

The work to encourage better retail displays should continue. The competition between the various products for more space goes on all the time. Sales campaigns are designed to tell store managers why their product merits better displays. The primary function of dealer service groups maintained by many manufacturers is to urge better displays. The building does not exist large enough to house a grocery store with enough display space to satisfy the wishes of all the producers of food. In this competitive atmosphere, a convincing story is needed to succeed.

Most of the buyers said that store displays suggesting uses are best. Displays with poultry are desirable and the advertising program of the National Cranberry Association has started a healthy trend in this direction. The success already enjoyed indicates that continued work on those not now jointly displaying chicken and cranberries should yield good results, in spite of the fact that some stores do not usually use joint displays. Displays of canned chicken rather than fresh or frozen chicken with cranberries should be easier to stimulate because both are grocery items. However, since most chicken is sold fresh, the tie-in to fresh chicken should continue to receive the major emphasis.

Most buyers of fresh cranberries were of the opinion that consumers had little knowledge of the various fresh brands of cranberries, and stated that the most important factor in selling was price. Thus they infer that money spent to promote a fresh brand has not accomplished its purpose. On the other hand, they stated that the advertising now being done by the American Cranberry Exchange to promote the Eatmor brand helps to sell all fresh cranberries. If this is true, then a part of the growers are footing the advertising bill for all fresh cranberries. Some also said they handled the Eatmor brand because of its national advertising and reputation for quality.

These statements of the trade emphasize the necessity of a thorough appraisal of the advertising and promotion programs of the cranberry industry. They also point to the need for an objective study of the buying habits of housewives as regards cranberries.

Efforts to lengthen the marketing season for fresh cranberries should continue. Early sales should be increased if possible. It may be advisable to open the season with lower prices than usual in order to encourage early sales. More cranberries could be sold after Christmas. Attention should be given to growing cranberries with better keeping qualities, thus allowing a longer selling period.

To spread the season, advertising must go beyond the tradition that cranberries are to be used only as a condiment with turkey. Other uses have been suggested but consumers need more "selling" to get them used to the new idea. The use of cranberries in pies and salads appears to be the most promising possibilities but there are probably others.

This study did not attempt to determine the effect of advertising and merchandising efforts in increasing consumption. However, such a study would be beneficial in showing how advertising may be made more effective. To accomplish this the following procedures may be used: (a) A comparative analysis of sales between different time periods or markets in which different advertising was used, (b) a survey of consumer preference, knowledge and buying habits for fresh and canned cranberries, and (c) a professional review and analysis of the effectiveness of the advertising and merchandising programs.